

# Media Literacy

Final Project

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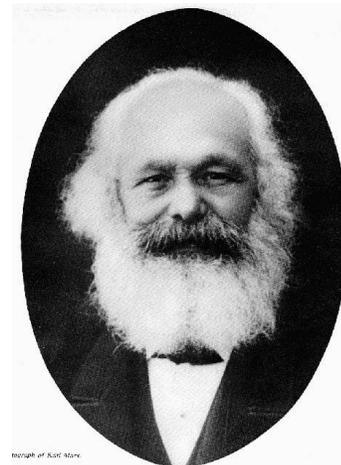
# Advertising & the Perfect Storm

- Sut Jhally's claim- that “advertising is the most powerful and sustained form of propaganda in human history.”
- And we are not alert to it, it had high effect that will lead our culture and eventually our lifestyle.
- Sut Jhally, the Executive Director of the Media Education Foundation mentions very important point about Marx.
- Marx's analysis of capitalism is creating “wealth of society in which the capitalist mode of production prevailed appeals of collection of commodities. Result needs to be in money form.” (Jhally, 2010)



# Marx's analysis of capitalism

- Creating “wealth of society in which the capitalist mode of production prevailed appeals of collection of commodities. Result needs to be in money form.” (Jhally, 2010)
- Idea of capitalism, advertising is needed to make sure massive productions convert back into money. If this process is not completed, system will collapse and fail its function
- To make this circulate, there needs to be something that attracts people's attention to desire.
- This is how Marketing Industry was developed



# What Ads tell you about “happiness”

- advertisement tells people that consumptions will make us happy. I do think that advertising industry always makes sure that the product is really needed in people's lives.
- It makes the product like personality or culture that we need to have.
- We are seduced by the advertisements.
- The more you consume, the more happiness you will get
- It is a total false.



# Fact about the Marketplace

- *“Marketplace does not provide love, real friendship and sociability.”  
(Jhally, 2010)*



# Contemporary Examples

- From Jhally's claims, it made me go back to each value and think about them individually applying them to the current ads.
- Autonomous Individualism
- Emotionalism
- Realism and Love of Technology
- Bipolar



# Super Bowl Commercials

- Super Bowl is one of the captivated place that massive people are gathered, and they are stuck in a place that need to watch every single advertisement they show.
- And advertisers are eager to take these spots because through the super bowl, their sales rocket high.
- The money they pay for this spot is enormous.
- Article Link: <https://www.sbnation.com/2017/2/5/14509354/2017-super-bowl-li-commercials-highlights>



# “Super Bowl babies”

- This commercial is inspired by Super Bowl legends. Babies are dressed up as the legends and in the end, the commercial asks “who will be the next legend?”.
- Value of emotionalism- these adorable babies with NFL costumes melt people’s heart
- Value of Culture- the phrase “Football is Family”
- Link: [https://www.youtube.com/watch?v=9csH\\_Hy-7A4](https://www.youtube.com/watch?v=9csH_Hy-7A4)



# AUDI #DriveProgress Big Game Campaign: “Daughter”

- “In one of the more moving commercials of the year, a father watches his daughter cart race and wonders how he could ever tell her the world doesn’t value women the same as men.” (Stites and Podlesny,2017)
- Value of individualism
- Social values- by presenting man vs female.
- Link: [https://www.youtube.com/watch?v=G6u10YPk\\_34](https://www.youtube.com/watch?v=G6u10YPk_34)



# “It (2017)”

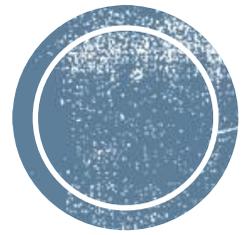
- Horror movie
- Value of individualism- The clown can be represented as the autonomous individual because the story begins and ends due to his actions. And in this movie, he is the only clown who tries to seduce little boys to murder. He is the only one who makes this happen.
- Value of emotionalism- setting of scary and dullness.
- Value of realism and love of technology- CG has been improving and they almost look real. This makes the audience believe and immerse into the story.
- Bipolar- applied by setting the scene as if it may have happened in our neighborhood. It makes it more horrifying.
- Trailer  
Link: [https://www.youtube.com/watch?time\\_continue=1&v=xKJmEC5ieOk](https://www.youtube.com/watch?time_continue=1&v=xKJmEC5ieOk)



# Jhally's conclusion of capitalism...

- Jhally said in last, “It is easy for people to imagine end of world, but not end of capitalism” (Jhally, 2010)
- Therefore, it is always important to clearly view the advertisements.





**Thank you!**

# Bibliography

- Media:

- Audi #DriveProgress Big Game Campaign: “Daughter”. (2017, February 1). Retrieved October 2, 2017, from [https://www.youtube.com/watch?v=G6u10YPK\\_34](https://www.youtube.com/watch?v=G6u10YPK_34)
- Jhally, S. (2010, October 14). Advertising & the Perfect Storm. Retrieved October 1, 2017, from <https://www.youtube.com/watch?v=WNy9s5qR4i0>
- Mr. Clean | 2017 Super Bowl Ad | Cleaner of Your Dreams. (2017, January 27). Retrieved October 1, 2017, from <https://www.youtube.com/watch?v=GDzMxlw2Fgo>
- Super Bowl Baby Legends | Who’s Next? | Football is Family. (2017, February 3). Retrieved October 2, 2017, from [https://www.youtube.com/watch?v=9csH\\_Hy-7A4](https://www.youtube.com/watch?v=9csH_Hy-7A4)

- Article:

- Stites, A., & Podlesny, M. (2017, February 2). Super Bowl commercials 2017: Watch all of Sunday's best ads. Retrieved October 1, 2017, from <https://www.sbnation.com/2017/2/5/14509354/2017-super-bowl-tv-commercials-highlights>

- Class Course Material:

- Week 2: Media Literacy, Fall 2017

- Film:

- M, A. (Director). (2017). It: Chapter One [Video file]. United States: Warner Bros.Pictures.
- Trailer URL: [https://www.youtube.com/watch?time\\_continue=1&v=xKJmEC5ieOk](https://www.youtube.com/watch?time_continue=1&v=xKJmEC5ieOk)

